PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017

VINCENT J. WEINER
DIRECTOR SPECIAL PROMOTION

June 1, 1982

Mr. Gene Cook
General Manager
Toledo Mud Hens
P.O. Box 6212
Toledo, OH 43614

Dear Gene:

If our Marlboro Man panel that now stands behind the fence in the Toledo Mud Hens baseball stadium could talk, he would welcome you to our Marlboro family with words such as, "I would like to thank you for your hospitality in having me at your park. It would please me if you would accept the genuine leather Marlboro belt and brass buckle as a token of my sincere thanks."

While he says quite a bit about our product and quality, the Marlboro Man could not express our appreciation for your courteous handling of our approach to your organization, so we thought we would help him a bit with your letter. Please wear it well and again, our sincere thanks for your kindness in our recent negotiation.

Best wishes for a successful 1982 season.

Regards,

/ds

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Source: https://www.industrydocuments.ucsf.edu/docs/rjvn0004